

## Message Text

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70

ACTION EB-11

INFO OCT-01 NEA-10 ISO-00 CIAE-00 INR-10 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 USIA-15 PRS-01 TAR-02 OPIC-12

DRC-01 /075 W

----- 117161

R 131056Z NOV 73

FM AMEMBASSY ISLAMABAD

TO SECSTATE WASHDC 2047

INFO AMCONSUL KARACHI

AMCONSUL LAHORE

AMCONSUL PESHAWAR

USDOC WASHDC

UNCLAS ISLAMABAD 9847

E.O. 11652 N/A

TAGS: BEXP, PK

SUB: PROPOSED FY 75 TRADE PROMOTION PROGRAM

REF: (A) STATE A-8819

(B) ISLAMABAD A-115

EMBASSY, AFTER CONSULTATION WITH LAHORE AND KARACHI,  
CONCURS GENERALLY WITH PROPOSED PROGRAM PRESENTED  
REFAIR. WE OFFER FOLLOWING SUGGESTIONS:

1. WE RECOMMEND STRONGLY THAT CONSIDERATION  
BE GIVEN TO SUBSTITUTING MARKET RESEARCH STUDY AND  
CATALOG SHOW ON SHOE, LEATHER, TANNING, AND ARTIFICIAL  
LEATHER MANUFACTURING INDUSTRY FOR PROPOSED STUDY AND  
SHOW ON SPECIAL MACHINE TOOLS, NUMERICAL CONTROL TOOLS  
AND MACHINERY. IN ABSENCE OF MARKET STUDY ON MACHINE  
TOOL AND NUMERICAL CONTROL EQUIPMENT, EMBASSY CAN-  
NOT STATE CATEGORICALLY THAT A MARKET DOES NOT EXIST.  
HOWEVER, WE BELIEVE IT LIKELY THAT MARKET IS NOT GREAT  
AND CONSIDER THAT IT DOES NOT THEREFORE WARRANT HIGH  
PRIORITY IN USG PLANNING. IN CONTRAST, WE ARE CONFIDENT  
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THAT MARKET EXISTS FOR SHOE, LEATHER TANNING AND ARTI-

FICIAL LEATHER MACHINERY AND THAT DESIRABILITY OF CATALOG  
SHOW WOULD BE FIRMLY SUPPORTED BY GOOD MARKET SURVEY.

2. WE SUGGEST THAT RICE MILLING EQUIPMENT,  
RECOMMENDED AS A SEPARATE SUBJECT FOR MARKET RESEARCH IN  
REFERENCE B, BE INCORPORATED INTO STUDY ON FOOD PROCESS-  
ING AND PACKAGING EQUIPMENT, IF WARRANTED, THAT IT BE  
INCLUDED IN CATALOG SHOW ON SAME SUBJECT.

3. WE URGE THAT DETAILED DRAFTING INSTRUCTIONS AND  
AUTHORIZATION OF FUNDS FOR FY 74 RESEARCH STUDIES  
BE FORWARDED AS SOON AS POSSIBLE. OUR EXPERIENCE WITH  
PREVIOUS STUDIES INDICATES THAT AT LEAST TWO MONTHS ARE  
REQUIRED FOR COMPLETION. ALL FY 73 MARKET STUDIES  
NECESSITATED CONSIDERABLE SUPERVISORY AND EDITING TIME  
BY MISSION PERSONNEL. IN ORDER TO SAVE A FEW DAYS THE  
EMBASSY REQUESTS THAT INSTRUCTIONS BE TRANSMITTED TO  
KARACHI AND LAHORE, AS WELL AS ISLAMABAD.  
SOBER

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## Message Attributes

**Automatic Decaptioning:** X  
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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Event:**  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PROPOSED FY 75 TRADE PROMOTION PROGRAM  
**TAGS:** BEXP, PK  
**To:** STATE  
**Type:** TE  
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